



# *News Release*

San Antonio District Office  
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## **DANIEL WAYNE DIENER 2006 District and Region VI Small Business Financial Services Champion**

**San Antonio, TX** – The San Antonio District Office of the U.S. Small Business Administration recognizes Mr. Daniel Wayne Diener as this year's **District and Region VI** 2006 Small Business Financial Services Champion of the Year.

Mr. Diener, of Diener Triplett and Associates, Inc., is the Chief Financial Officer of the Business Success Center (BSC) located in Austin, TX. The BSC is a business concept developed by him and his wife, Jan Triplett, Ph.D. With years of experience and understanding the pertinent areas of business which need to be understood by entrepreneurs, Mr. Diener set established a business process management system which provides an individualized approach to business growth delivered through the Hatchery Virtual Incubator. One of Texas' largest incubator, it focuses on business financials, records and books, vision and planning, sales and marketing, administration and leadership, and operations, while balancing life and family goals and obligations. An important aspect of the "hatchery" is providing monthly reviews of the clients' finances to ensure owners have processes in place that will protect the financial health and well being of their business.

Mr. Diener also emphasizes the understanding and use of the proper financial tools in a systematic way. To help small business owners accomplish this, Mr. Diener developed cost/time and cash flow management software that is simple and easy to use

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## **SBA Release #06-84 / Page two**

and is helpful in creating contracts and monitoring projects to ensure budgetary control. This program is also used to assist “hatchery” clients and the Texas Department of Rehabilitative Services to evaluate self employment plans for funding. A direct result of the “hatchery” has been less small business closing or failures. The incubator is designed for owners of existing businesses under 20 employee and \$5 million in sales.

“Mr. Diener is a champion when it comes to ways to providing owners with access to capital while protecting the public’s money” states Ms. Triplett. One way of assisting small business owners with access to capital is by becoming a Certified Technical Advisor (CTA) for the National community Reinvestment Coalition. As a CTA, he acts as a champion not only for small business, but for SBA participating lenders and the SBA Community Express Loan Program. In the role of a CTA, he provides all the necessary technical assistance necessary for a small business to succeed – free! In doing this, he assists the small business owner in accessing capital and increases the business owner’s ability to repay the debt.

Over his 20 + years of service to small business, Mr. Diener has continually been recognized by many organizations, associations, and federal, state, and local agencies for all of his hard work and advocacy to small business and has been an active community leader. Overall, Mr. Diener “is a teacher, developer, mentor, inventor, and advocate” states Ms. Triplett.

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*The U.S. Small Business Administration (SBA) was created by Congress in 1953 to support and encourage the creation and success of the small businesses. SBA offers a wide range of financial and business assistance and disaster relief services*

*For more information on SBA programs and services or visit the SBA’s extensive website at [www.sba.gov](http://www.sba.gov)*

**All of SBA’s programs and services are extended to the public on a nondiscriminatory basis.**